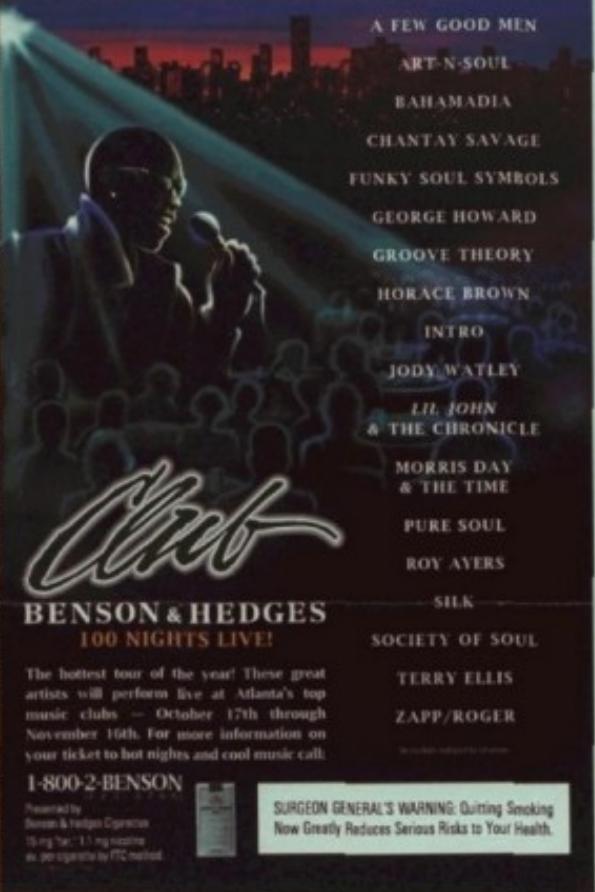


HOUSTON



BENSON & HEDGES
100 NIGHTS LIVE!

100 NIGHTS LIVE

The hottest tour of the year! These great artists will perform live at Atlanta's top music clubs — October 17th through November 16th. For more information on your ticket to hot nights and cool music call:

1-800-2-BENSON

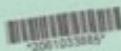
Presented by
Bennett & Swetland Companies
16 mg "base," 1.1 mg resins
as per prescription by PTC member



**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

1804-84

GMR Marketing
Program 4025
7/10/96 Benson & Hedges Music Ad
Publication: Essence for 10/96
Size: 8" wide x 10.5" tall
Square Area: 84"
Warning Box Size: Exhibit 2
Rotation: B
T&N Size: 10 point
Scheduled Delivery of Mechanical: 7/06/96
Ad Number 1604-B4
Market: Atlanta
Sent to Pub:



卷之三